

Status Revised

Printed: 09/07/2012 2:54 PM
Last Received: 09/07/2012 2:20 PM

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL
Product LOVE FOR UT-CD 4
Estimate# 908911
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/090811
Flight Dates 09/07/2012 - 09/11/2012
Hiatus Weeks

Rep Firm	
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone#	202-955-5342
Salesperson FAX#	917-206-9589

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REV LNS 1-5, ADD LN 6...TTL=\$3950

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*1	SU	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/09-09/09	1	1	1	\$325.00	
Rating: 4.2												
				Sales Remark: V3 REV RATE								
				V3 Comment Changed, Rate Changed								
	*2	M	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/10-09/10	1	1	1	\$250.00	
Rating: 1.6												
				Sales Remark: V3 REV RATE								
				V3 Comment Changed, Rate Changed								
	*3	TU	530A-6A	GOOD DAY UTAH	:30	\$250.00	09/11-09/11	1	1	1	\$250.00	
Rating: 1.6												
				Sales Remark: V3 REV RATE								
				V3 Comment Changed, Rate Changed								
	*4	SA	7A-9A	GOOD DAY UTAH	:30	\$325.00	09/08-09/08	2	1	2	\$650.00	
Rating: 3.2												
				Sales Remark: V3 REV RATE								
				V3 Comment Changed, Rate Changed								

Rep Order# 9813815 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

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Showing Buylines: All Rep Revised Lines

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*5	M	7A-8A	GOOD DAY UTAH	:30	\$375.00	09/10-09/10	1	1	1	\$375.00	

Rating: 3.0
Sales Remark: V3 REV
V3 Comment Changed, Rate Changed

*6 F 9P-1005P NEWS
Sales Remark: V3 ADD
V3 Added

---REPORT TOTALS---
Report Totals: 7 / \$3,950.00

---SALES MONTHLY TOTALS---

Sep 12: 7 / \$3,950.00
Sales Totals: 7 / \$3,950.00
Station Totals: 7 / \$3,950.00
Lines not sent/rcld/rtrn: 0 / \$0.00
---COMPETITIVE---

Market Totals	\$41,932	CABL 0%	KDLJ 0%	KJZZ 0%	KSL 39%	KSTU 9%
		KTVX 10%	KUCW 0%	KUTV 39%	UNKB 0%	UNKN 0%
Books	null					
Demos	RA35+					

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***** Contract Coversheet *****
9/7-V.3-REV INS 1-5, ADD LN 6..TTL=\$3950
